

LUNCH PREFERENCES AND BUYING HABITS
OF WOMEN OFFICE WORKERS

by

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INTRODUCTION

A growing interest in the consumer has become apparent among food service personnel. Attitudes and habits of restaurant clientele have been given little attention in the past, although many studies of individual food preferences have been reported in the literature.

Employed women, numbering 22 3/4 million, made up a large proportion of the consuming public (U. S. Dept. of Labor, 1961). Thirteen million of these were married; 6 3/4 million were clerical workers. Attitudes and buying habits of these women are of interest because of their influence on food purchases for themselves and their families.

Preferences of consumers are important to those who sell prepared meals to the public. Reasons for "eating out" and consumer satisfaction are of increasing concern to the food service manager.

This study was undertaken to learn of attitudes and luncheon preferences of a selected group of women clerical workers. Objectives were: (1) to investigate the source of luncheon meals, (2) to determine accepted luncheon menu patterns, (3) to study the relationship between lunch habits and such factors as age, size of household, and distance traveled to work, and (4) to examine preferences for lunches purchased away from home.

REVIEW OF LITERATURE

Food Acceptance

Age. Age has been observed as an influence in food acceptance. McCarthy (1935) noticed a growing indifference to food with increasing age among a group of young children. Indifference was greater among children with feeding problems. A slight shift to less adequate diets with advancing age was seen by Potgieter and Morse (1955) in Connecticut school children.

Pupils in grades one through three accepted the smallest number of menu items, according to Augustine (1950), while the largest number accepting foods was in grades seven through 12. Washington State teenagers, when studied by Hard and Easelbaugh (1960), demonstrated no outstanding differences in food patterns between age groups. Burrill (1959) studied self-chosen diets of women 30 to 97 years of age and noted that calorie sources differed little from one decade of life to another. A general decline in use of meat among women in the older age group was observed and use of meat alternates also tended to decrease with age. Eppright (1950) noted that older people were most concerned with health value of foods, whereas younger persons expressed more interest in food flavors. Desserts were liked more by younger than by older persons. This was borne out in a study of factors in food choices by Pilgrim and Kamen (1959) who found a relationship between "sweetness" and "youth." They suggested that, although many environmental factors contribute to food choices, greater physiological need for energy was evident in youth.

Sex. Relationships between sex and food acceptance have been widely investigated. Laird and Breen (1939) stated that women of all ages preferred more tart tastes than did men, and tastes of women were more similar to those of aged persons than were men's. Eppright (1950) observed that women ate and liked fruits and vegetables more than men. Among college students more women than men were willing to eat fruits often, reported Schuck (1961), but the reverse was true of meats and vegetables. College freshman boys generally chose foods high in energy and freshman girls foods high in cellulose, according to Leverton (1944). Kennedy (1958) observed menus considered desirable by men and women college students were similar except that salads were emphasized more by women than by men.

Women were familiar with more foods than were men, stated Hall and Hall (1939), but they also disliked more foods than did men. Tussing (1938) noted that food dislikes in college students appeared to be relatively stronger among women and food likes stronger among men. Forty-five per cent of items on a check list used by Kennedy (1958) were rated higher by men than by women, but women gave higher ratings to 11 per cent of items.

Young and Storvich (1949) noted that freshman men ate better diets than did freshman women. However, diets of girls as reported by Potgieter and Morse (1955) were slightly better than those of boys among young children. Hard and Esselbaugh (1960) discovered snacks were eaten more frequently by girls than by boys and breakfast was the meal most often missed, particularly by girls.

Diets of 15 year olds and those of college freshmen were compared by Oldland and Page (1955) who found only minor differences between sex groups. Eppright and Swanson (1955) also noted little variation between sex and age groups. No sex differences in the food choices of children five to 12 years of age were observed by Breckenridge (1959).

Family and Educational Background. Various background factors have influenced food acceptance. Eppright (1950) stated that better diets were associated with higher levels of education and middle rather than higher or lower incomes. Jewish university students were familiar with the fewest foods and those they disliked reflected religious taboos, according to Hall and Hall (1939). Religion did not affect adequacy of diets of young women studied by Young and Lafortune (1957). Bricker (1960) observed that religion affected choices of only three respondents.

Eppright (1950) noted that Scandinavians showed more differences in food habits than did other nationality groups studied and they adhered more to habits of their ancestors. Nationality was not a dominant influence, according to Bricker (1961), even though 65 per cent of respondents thought nationality of their parents had influenced their food habits.

Locale. Geographical area of origin or residence was related to food habits by Hall and Hall (1939). California students were familiar with more foods and liked more foods than did students in Oregon or Ohio. Among a group of Florida men, grits and rice (when served as a starchy vegetable) were the

only well-liked foods not in common use in other areas of the country, noted Abbott et al. (1952). Specific food items as bread and white potatoes, according to Pilgrim (1961), showed little variation in acceptance from region to region. For other foods regional influences were more distinct.

Eppright (1950) and other workers have noted population density as an influence in food acceptance and meal patterns. Appetites and meals were heavier in open country than in urban areas. Meal patterns also were different; rural people tended to eat the heavier meal at mid-day and urban people in the evening. More college students from urban than from rural homes were "willing to eat often" most of the foods listed by Schuck (1961). Abbott et al. (1952) noted several differences in response to individual food items between rural and urban men. Diets of rural children scored slightly higher nutritionally than did those of city children and milk intake was slightly higher for rural children, according to Potgieter and Morse (1955). Leverton and Coggs (1951) found few differences in food choices between farm and town boys and girls.

Food Habits

Meal Patterns. Eppright (1950) observed that Iowans generally ate three meals per day. There were few differences in menu patterns of noon and evening meals; the same types of foods were served at both. Menus given by respondents for supper and lunch were reported by Abbott et al. (1952) to be similar to those given for dinner. Eggs, potatoes, and "other vegetables," according to

Eppright (1950), were more often served at the evening than noon meal. Three quarters of both meals included desserts.

Sixty per cent of the young women Bricker (1961) studied had a sandwich as their usual lunch while 22 per cent preferred a hot meal of meat and two vegetables; 18 per cent gave no definite menu pattern for the noon meal. Sandwiches were most often of meat or cheese, and the most common desserts were "Jello" and ice cream. All of this group commuted to work and either brought their lunch from home or purchased it. Eppright (1950) observed that among both rural and urban people lunch was the meal most commonly eaten away from home, but only 10 per cent of lunches were purchased in public eating places.

Meal Attendance and Snacks. Snacks and missing meals have been observed as an established part of meal patterns, especially among young people. Sixteen per cent of the school children studied by Potgieter and Morse (1955) missed meals sometime during the period of this study. Breakfast, concluded Hard and Esselbaugh (1960), was the meal most often missed by teenagers, particularly by girls. Boys averaged 0.8 meal missed per week and girls 1.7 meals. None of the college women studied by Young (1946) missed breakfast consistently; one third missed this meal one to two times per week. Lamb et al. (1954) studied attendance of college women at meals in residence hall dining rooms and reported that attendance at breakfast averaged 54 per cent, at lunch 91 per cent, and dinner 81 per cent. Attendance at lunch did not vary more than 5 per cent in any given week.

For school children snacks furnished 13 to 17 per cent of the day's calories, or as many as were furnished by breakfast (Eppright and Swanson, 1955). In this group snacks were important in determining nutritional adequacy of the diet. Hamilton and Lowenberg (1957) noted that junior high school boys with the highest caloric intake in the period of time from after school until bedtime also had the most nearly adequate breakfasts. Most students had three meals per day plus an afternoon or evening snack.

Young (1946) noted that every young woman questioned did some eating between meals. One to two snacks per day were average, and evening was the favored time for between meal eating. Snacks were more often consumed by girls than by boys, reported Hard and Esselbaugh (1960). Seven to 14 snacks per week were recalled by women between 30 and 60 years of age, according to Burrill (1959); only one tenth of women over 80 snacked as frequently. Between meal eating among students, according to Lamb et al. (1954), depended upon quality and quantity of food available. Eighty per cent of respondents ate between meals to satisfy hunger and 39 per cent to substitute for a meal missed. Another 39 per cent snacked from habit. According to Bricker (1961) between meal eating was mentioned by 69 per cent of respondents morning and evening, 38 per cent snacked in the afternoon, and 39 per cent at all three between meal periods. Only 9 per cent did not eat between meals. Coffee was the most popular morning snack; cake and cookies were the most frequent evening snack foods.

Individual Food Preferences

Pilgrim (1961) stated that many factors appeared to influence food preferences and three quarters of the variations in food choices have been predicted by these combined factors: stated preference, subjective satiety or fillingness, and amount of major nutrients. Expressed preferences appeared to be similar for foods within a certain class or category, such as fruits, meats, or vegetables.

Leverton (1944) submitted a list of 50 foods to a group of college freshmen and concluded that there was no single food that all of the group was "willing to eat often." Hard and Esselbaugh (1960) found only 9 per cent of a group of teenagers who said they liked all foods. Of 25 foods on a check list used by Breckenridge (1959), 68 per cent were liked by three quarters of the children in the test group.

Eppright (1950) observed that 96 per cent of adults ate meat in recalled meals and that more said they would like meat than ate it. According to Augustine (1950), 80 per cent or more of students ate meats, fish, and poultry. Ninety-five per cent of service men, stated Vawter and Konishi (1958), liked 18 to 29 per cent of meat items. Beef, fowl, pork, and fresh fish were popular with college students, noted Schuck (1961). Meat choices of adult males, according to Abbott et al. (1952), were beef and veal, fresh and cured pork, chicken and turkey. Hard and Esselbaugh (1960) concluded that meats, especially hamburger, were well-liked by 15 and 16 year olds. Lamb and organ meats were listed as disliked or less popular by Abbott et al. (1952) and Schuck

(1961). Liver was the food disliked by the greatest number of teenagers studied by Hard and Esselbaugh (1960).

Abbott et al. (1952) noted that eggs were well-liked by Florida men. Eighty-five per cent of college students questioned by Schuck (1961) were willing to eat eggs frequently. Young (1946) stated that one fifth of women students did not eat eggs during the week of the study, while four fifths had one to three eggs. Eggs were more preferred by older persons than by younger ones in the two age groups studied by Eppright (1950).

Schuck (1961) found that 95 to 100 per cent of South Dakota students were willing to drink milk. Ninety-three per cent of women studied by Young (1946) had one glass of milk per day, whereas one half of the group had two glasses daily. According to Eppright (1950), only 28 per cent of adults drank two cups of milk or more daily. Augustine (1950) concluded that 80 per cent or more of school children drank milk. Male adults liked whole milk but buttermilk was less preferred, according to Abbott et al. (1952). Scouler and Foster (1946) found that 70 per cent of students drank milk at noon and evening meals. Buttermilk was one of the foods teenagers were unwilling to eat, reported Leverton (1944).

Abbott et al. (1952) noted that butter, ice cream, and American cheese were well-liked; buttermilk, cream and cottage cheese were less popular. No more than 10 per cent of respondents questioned by Eppright (1950) included cheese in the noon and evening meals. Milk and ice cream were scored high by school

children, and cheese showed a low preference rating, according to Breckenridge (1959). Eppright (1950) stated that butter was well-liked and much more preferred than margarine.

Mild, bland, and sweet vegetables were most acceptable to women, stated Van Riter (1956), but strong flavored vegetables were least popular. Eppright (1950) also found mild-flavored vegetables to be best liked. Abbott et al. (1952) rated no one vegetable as popular with all male respondents. White potatoes were the vegetable most popular with service men, according to Vawter and Konishi (1958). Eppright (1950) stated that white potatoes and sweet corn were the best liked vegetables among Iowans. Corn was the only vegetable liked well enough to be eaten often by 90 per cent of subjects, concluded Schuck (1961). Green and yellow vegetables appeared on 43 per cent of the desirable menus compiled by Eppright (1950). One half of respondents in this study liked green and yellow vegetables. Most green, yellow, and leafy vegetables were rejected by more than half of service men, stated Vawter and Konishi (1958). According to Augustine (1950), vegetables and salads usually were eaten by 75 per cent or more of children. Abbott et al. (1952) listed nine vegetables well-liked by men: lettuces, tomatoes, sweet potatoes, snapbeans, white potatoes, corn, shell peas, cabbage, and shell beans. The four vegetables liked best by teenagers, stated Leverton (1944), were white potatoes, green peas, raw tomatoes, and leaf lettuce. Green beans were the fifth vegetable choice of boys, and carrots were chosen fifth by girls. These teenagers were "unwilling to eat" parsnips, turnips, and squash.

Least liked fruits, stated Abbott et al. (1952), were those not locally grown or recently introduced. Nine out of ten male subjects observed by Vawter and Konishi (1958) drank orange and blended juice, but the greatest quantity consumed was of grapefruit and tomato juice. Women students ate more raw than cooked fruit, noted Young (1946). Breckenridge (1959) rated canned and cooked fruit as less popular than raw fruit with school children.

Ready-to-eat cereals were more popular with college students than were cooked cereals, according to Schuck (1961). No strong preference for cereals was found by Eppright (1950), though bread was listed by respondents on most recalled and desired menus. None of the women college students questioned by Young (1946) ate the two recommended servings of whole grain cereals per day; one fourth of the group had none during a week; one third had one serving daily. Vawter and Konishi (1958) noted that breakfast cereals were eaten by half of male subjects, whereas all breads were popular with 75 per cent of the group. Macaroni and spaghetti were foods liked by teenagers, reported Hard and Esselbaugh (1960). Scouler and Foster (1946) concluded that students ate dry cereal when it was served but did not order it.

Desserts, except rice pudding and a few cookie variations, were well-liked by 75 per cent of the service men observed by Vawter and Konishi (1958). Cakes were the favorite dessert, according to Eppright (1950), except among persons of Scandinavian descent who preferred cookies. Puddings were more preferred by older persons than by younger ones. Bricker (1961) found that "Jello" and ice cream were commonly chosen luncheon

desserts of adolescent women. Sweets, pie, cake, and cookies were popular with teenagers, noted Hard and Esselbaugh (1960).

Psychological Factors

Influences of personality and psychological reactions on food habits have been widely investigated. In studying effects of repetitive diets, Siegel (1957) noted that results of personality tests gave no indication of the length of time subjects would continue on a repetitive experimental diet. Preferences for certain classes of foods, according to Pilgrim and Kamen (1959), were slightly but significantly related to personality as measured by the Thurston Temperament Schedule.

A relationship was discovered between food aversions and emotional state by Eppright (1947). Breckenridge (1959) studied food preferences of children; when parents and children both rated the children's likes and dislikes, parents more often rated foods as "indifferent" than did their offspring. This difference was attributed to greater emotional maturity and objectivity of parents.

Food habits of mothers reflected those of their daughters, reported Bricker (1961), especially closely at breakfast, evening meal, evening snack, and when entertaining friends. McCarthy (1935) observed that 35 per cent of children's food aversions were associated with food dislikes on the part of family members; there was a higher percentage of identical aversions between siblings than between parents and children.

Seigel (1957) concluded that those foods initially more acceptable showed less decline in rating after frequent repetition than did foods with an original lower preference rating. Kamen and Pilgrim (1961) studied monotony effects in three and six day menu cycles and learned that overall satisfaction was greater among those subjects who planned their own three day menus than among others who ate menus planned for them. Young children with no feeding problems, noted McCarthy (1935), were accustomed to a greater variety of foods than were those children with problems.

Hall and Hall (1939) reported that familiar foods were more likely to be eaten than strange ones. Causes of unfamiliarity of foods were: the food item was not available locally, it was not served in the home, or the image of the food itself was distasteful. Familiar vegetables rated 13 to 99 per cent higher in preference than those checked as unfamiliar, according to Van Riter (1956). Abbott et al. (1952) discovered that low preference ratings of many foods were connected with "not tried" rather than "dislike" responses. Of 50 vegetables included in the check list in this study, 18 had not been tried by 53 to 100 per cent of respondents.

Individuals were unable to account for their own food likes and dislikes, concluded Eppright (1950), and were unable to report them in fine gradations. Flavor and satiety were reasons given for liking foods. Odor was associated with dislike, but color and texture seldom were mentioned. According to Lamb et al. (1954), characteristics preferred were: color; crisp, crunchy

texture; well-cooked vegetables; and fried foods. There are not "food-lovers" or "food-haters," suggested Pilgrim and Kamen (1959), but lovers and haters of certain classes of foods.

Purchased Meals

Although consumer preference studies of purchased meals have not been widely discussed in literature, some information is available from consumer surveys. One such informal study (1958), "Consumer Panel Report on Dining Out Habits and Attitudes," was conducted for restaurant interests by a research organization. On the basis of sampling of family eating habits, the study concluded that 44 per cent of adults purchased all or part of lunch. Of the 65 per cent who did not buy this meal, 57 per cent brought it from home and 39 per cent ate at home. Four per cent had lunch provided free of charge by their employer.

Slightly more women than men went home at noon or brought their lunch, according to this survey. Sixty-four per cent of workers said there was a convenient place to eat near where they were employed. Of those who did not purchase lunch, 36 per cent gave cost as the reason, but this did not appear to be related to income level of respondents. Of the women who bought lunch, 50 per cent ate in a public eating place and 48 per cent in a company cafeteria or lunch room; 80 per cent of men lunched in a public eating place and 18 per cent in a company sponsored food service. The average lunch check of adults was \$0.82; women averaged \$0.66 and men \$0.87. Women 19 to 34 years of age spent more for lunch than did those 35 years of age or over.

In a survey made for the National Restaurant Association by a research company (Eating Out Index of Consumer Attitudes Survey, 1960) 43 per cent of respondents had purchased at least one regular meal away from home in the previous week. More lunches (30 per cent) than evening meals (25 per cent) or breakfasts (5 per cent) were purchased. A similar study in 1962 confirmed this, though percentages had risen slightly. Of those who purchased lunch, 29 per cent ate in a restaurant; 19 per cent in diners, drive-ins, or hamburger stands; 20 per cent in cafeterias; and 9 per cent lunched in soda fountains and luncheonettes. Dining out was more usual among men than women and was sharply affected by family income level. Twenty-nine per cent of those in the \$4,000 or under income group dined out, as opposed to more than 59 per cent of those with incomes over \$8,000. Half of respondents dining out ate alone, while 61 per cent of all lunches were eaten alone. Business was connected with 10 per cent of lunches. Thirty-eight per cent of all meals were eaten out voluntarily, while only 21 per cent of respondents lunched away from home from choice.

PROCEDURE

Population

Description. Women workers employed in campus offices of Kansas State University were selected as subjects for this study of preferred luncheon menu patterns and lunch habits. Only full-time employees were included in the population because this group

was assumed to be subject to more uniform influences as length of lunch period and available lunch period and available luncheon sources. Exclusion of widowed and divorced persons produced a population more homogeneous as to family composition and household size. The population was further defined by limiting it to persons occupying certain positions classified under the Kansas Civil Service System (Appendix B). Positions included were those that were routine in nature and not administrative.

Listing of this population, which included 231 women, was made from personnel records in the Office of the Comptroller of Kansas State University. Records were the most recent available. All persons included in the population were employed by the University throughout the period of the study and were available at their accustomed work places during regular working hours. A completed listing of the population included 120 women, ages 15 through 24; and 111 women, ages 25 through 70. One hundred seventy-six women were married and 55 unmarried.

Stratification. Age and marital status were used as bases for stratifying the population, as these were the only factors of background information available for the entire list. The population was divided into four groups:

- A. Married women, 15 through 24 years of age
- B. Married women, 25 through 70 years of age
- C. Unmarried women, 15 through 24 years of age
- D. Unmarried women, 25 through 70 years of age

Division into "older" and "younger" groups was made arbitrarily. No information available indicated definite change in food habit

patterns of adolescent and adult women at any age level. However, a natural change in distribution occurred in this population between the 20 to 24 year age group and those 25 to 29 years of age. This point was used as a distinction between strata at the suggestion of the Department of Statistics at Kansas State University.

Sampling. Size and method of sampling were recommended by the Department of Statistics. Twenty names were drawn from each of the four population strata, using a chart of random numbers. Five additional names were drawn in each stratum to be used as replacements where completion of the interview was impossible. Additional names were used in these circumstances:

1. The individual had terminated employment since the most recent listing by Kansas Public Employees Retirement System.
2. The person was on leave from her regular place of employment.
3. Marital status, age grouping, or Civil Service Classification had changed in the interval between selection of sample and scheduling of interview.
4. The person refused to be interviewed.
5. An error in age, marital status, or position classification existed in records from which the population was drawn or occurred in listing.

Fifteen replacement names were used: four each in groups A and C and five in group B, and two in D.

When the population was stratified, resulting groups were not equal in size; necessarily the completed sample did not reflect an exact distribution by age and marital status within the population. Slightly more women under than over 25 years of age were listed; more than three times as many married as unmarried persons were included (Table 1). The completed sample was 34.6 per cent of the total population, representing 22.7 per cent of married women and 72.7 per cent of the unmarried; of younger persons, 33.3 per cent and 36.0 per cent of those 25 years of age and over.

Interviews

An interview schedule was designed to yield the following information:

1. Age and marital status as a check on the accuracy of population listing and sampling procedures.
2. Information concerning limitations of time, distance, and availability of food that were thought likely to influence luncheon meal choices.
3. Preferences of the individual as to luncheon meal pattern, sources of this meal, and reasons for these choices.
4. Preferences and attitudes of the interviewee toward purchased meals, particularly lunch.

The interview schedule (Appendix B) contained 21 questions. Six dealt with age, marital status, size of household, level of education completed, distance and means of travel to work, and

Table 1. Distribution of sample within population.

Age groupings (years)	Married			Unmarried			Total		
	: Popu- : lation	Sample	Per cent	: Popu- : lation	Sample	Per cent	: Popu- : lation	Sample	Per cent
A) 15-19	15	2	13.3	17	8	47.0	32	10	31.3
and) 20-24	74	18	24.3	14	12	85.7	88	30	34.1
C) Total: 15-24	89	20	22.5	31	20	64.5	120	40	33.3
) 25-29	21	7	33.3	1	1	100.0	22	8	36.4
) 30-34	12	3	25.0	0	0	0.0	12	3	25.0
) 35-39	9	3	33.3	2	2	100.0	11	5	60.3
B) 40-44	6	0	0.0	1	0	0.0	7	0	0.0
and) 45-49	16	2	12.5	4	4	100.0	20	6	30.0
D) 50-54	12	3	25.0	2	1	50.0	14	4	28.6
) 55-59	6	2	33.3	4	2	50.0	10	4	40.0
) 60-64	5	0	0.0	8	8	100.0	13	8	61.5
) 65 and over	0	0	0.0	2	2	100.0	2	2	100.0
) Total: 25-65 and over	87	20	22.9	24	20	83.3	111	40	36.9
Total: 15-65 and over	176	40	22.7	55	40	72.7	231	80	34.6

length of lunch period. Lunch habits were the subject of 11 questions concerned with the most recent luncheon meal, menu recalled, size of lunch group, and source of meal. Two questions concerned meal patterns most likely to be followed at home and when purchasing lunch. Other questions had to do with source of purchased luncheon and amount of money spent. Eleven questions asked for attitudes and opinions of respondents on quality and costs of purchased meals.

Suggested answers to questions 1 through 13 were formulated and listed on cards (Appendix B) for presentation to the interviewee to (1) aid respondents in forming answers; (2) speed recording of responses so that the interview was not delayed and spontaneity of responses was not lost; and (3) aid in categorizing and tabulating replies.

Ages were listed in five-year groups to offset any unwillingness to give ages in answer to direct questions. Information from interview schedules agreed with that from personnel records with one exception; one person had observed her twenty-fifth birthday recently. Since this changed her place within the strata, this interview was discarded and a replacement name used.

Questions 14 through 21 were completed only when the respondent had purchased lunch in a public eating place once in the previous week. More time was required for completing this section than for the first group of questions, as opinions of the respondent were desired and no answers were suggested. This section was completed in 37 of 80 interviews.

Employees whose names were drawn in the sample were approached at their regular work place by the interviewer and arrangements made for the conference. In many instances the interview was concluded at this time. Other appointments included "coffee break" or lunch periods, at the office immediately after working hours, or in the evening at the interviewee's home. Only one person refused to be questioned.

The respondent was informed of the nature and purpose of the study. She was assured that all information would be confidential and that interviews were coded. As the respondent replied to questions of the interviewer, answers were recorded on the schedule form. This was accomplished as quickly as possible to avoid disturbing the continuity of the interview. Care was taken to allow the respondent to see that her answers were being recorded accurately. When answers were not clear, or the interviewer did not understand the response, more information was requested. If the employee seemed unwilling to answer, the interviewer did not press for a reply.

Analysis of Data

Responses recorded during interviews were tabulated from coded schedules. Averages were calculated for responses concerning household size and costs of purchased lunches. In analyzing recalled meal patterns and most usual lunch sources, percentages were figured. Chi-squares were used to test significance of certain responses.

RESULTS AND DISCUSSION

Background Factors

Interview schedules for 80 women in the sample group were completed and analyzed.

Household Size. Average household size was 2.58 persons (Table 2, Appendix A). Married women over 25 years of age lived in the largest households, averaging 3.20 persons, and had the greatest number of children. Five living groups were made up each of four children and two adults. The smallest average, 1.95 persons, was in the older, unmarried group; one woman reported living in a household of five adults, and eight persons lived alone. Five of the younger, unmarried women also lived alone, and one resided at home with her mother and younger brother and sister.

Travel to Work. Distances that respondents traveled to work were categorized as: (1) less than one mile, (2) less than two miles, and (3) two miles or more. Distances given in blocks were converted to miles on the basis of 12 blocks per mile.

Forty women traveled less than one mile to work, 27 less than two, and 13 two or more miles (Table 3, Appendix A). The shortest distance reported was two blocks and the greatest, 25 miles. Only four persons commuted more than ten miles.

Though the majority of subjects lived close to their place of employment, only 24 walked to work; 51 did not. Four walked "sometimes." More unmarried women than married walked to the office. Of the 12 younger, married employees who lived less than

one mile from their work place, only two walked.

Lunch Period. Sixty-five of 80 respondents reported a lunch period of 70 minutes, 11 women were allowed one hour for lunch, and three shorter lengths of time (Table 4, Appendix A). The 70-minute lunch period appeared to be customary in academic offices of the University, with one hour the usual length in administrative offices.

Source of Lunch

Respondents were asked to recall where their most recent lunch was eaten, then were questioned about usual lunch habits.

Recalled Lunches. Forty-eight of 80 women reported having gone home for their most recent lunch (Table 5). Seventeen persons ate this meal in a public eating place; only half as many, eight, had eaten at or near their work place. The greatest number, 14, who ate the recalled meal at home were in the group of younger, married women; none of these lunched at or near the office. The greatest number purchasing lunch, six, and the least number eating at home, 11, were of the younger, unmarried group. Age, marital status, or size of household did not significantly influence where the recalled lunch was eaten (Table 6).

Usual Source. Lunch at home was the usual habit of 51 of 79 respondents as shown in Table 7. This is in contrast to the study by Bricker (1961) in which most of the young women office workers in the metropolitan area observed commuted 30 minutes or more to work. In the survey, "Consumer Panel Report on Dining

Table 5. Recalled and usual lunch sources and menu patterns.

Population groups (years)	Recalled lunches											Usual lunches						
	"Skipped" lunch	Snacks	Home			Purchased			Brought all or part of lunch	Number responding	Home			Purchased				
			Menu Pattern Ia	Menu Pattern IIb	Total	Menu Pattern Ia	Menu Pattern IIb	Total			Menu Pattern Ia	Menu Pattern IIb	Number responding	Menu Pattern Ia	Menu Pattern IIb	Number responding		
<u>Married</u>																		
A																		
15-24	1	0	4	10	14	1	4	5	0	20	1	19	20	8	12	20		
B																		
25-70	1	1	2	10	12	2	2	4	2	20	3	16	19	5	14	19		
<u>Unmarried</u>																		
C																		
15-24	0	1	4	6	10	1	4	5	3	19	4	16	20	9	11	20		
D																		
25-70	1	1	11	1	12	1	2	3	3	20	7	12	19	10	9	19		
Total	3	3	21	27	48	5	12	17	8	79	15	63	78	32	46	78		
Per cent responding:	-	-	43.7	56.3	100.0	29.4	70.6	100.0	-	-	19.2	80.8	100.0	41.0	59.0	100.0		

^a Main dish and vegetable or salad.

^b Soup, salad, and/or sandwich.

Table 6. Relation of lunch source and menu patterns of recalled lunches to age, marital status, size of household, and size of lunch group.

Related factors	Lunch source		Menu patterns	
	Home	Purchased	I ^a	II ^b
Age	0.0533 ns	0.6452 ns	1.4615 ns	4.1432 *
Marital status	0.4800 ns	0.0717 ns	2.8646 ns	3.5680 ns
<u>Household size</u>				
Three persons	0.0779 ns	0.0019 ns	0.1813 ns	0.1040 ns
Two persons	0.0003 ns	0.4124 ns	0.0329 ns	0.7813 ns
<u>Menu patterns</u>				
Pattern I	4.1807 *	0.0993 ns	--	--
Pattern II	1.1430 ns	0.3127 ns	--	--
<u>Lunch group</u>				
Alone	0.0630 ns	1.3581 ns	--	--
Two persons	0.0001 ns	0.0094 ns	--	--
Group	0.1019 ns	0.1032 ns	--	--

^a Main dish and vegetable or salad.

^b Soup, salad, and/or sandwich.

/ Allow one degree of freedom. Chi-square formula used with correction for continuity.

* Significant at the 5% level.

Table 7. Reasons for usual lunch source.

Reasons given	Usual lunch source					Total
	: Go :home :for :lunch:	:Bring:lunch:from:home	:Bring:part : of :lunch:	: Buy :lunch:	: Skip-:ped :lunch:	
Number responding	51	17	2	5	4	79
1. Takes less effort	0	1	0	1	0	2
2. Saves time	5	8	1	3	1	18
3. Like the food better	12	3	0	1	0	16
4. Costs less	31	9	1	1	0	42
5. Like to eat alone	0	0	0	0	0	0
6. Like company at meals	6	4	0	1	0	11
7. Prepare lunch for others	15	0	1	0	1	17
8. Like food someone else has prepared	1	0	0	0	0	1
9. Like to be with members of my family	9	0	0	0	0	9
10. Do housework during my lunch period	6	0	0	0	0	6
11. Like to rest, relax, etc.	9	0	0	0	0	9
12. Like to read my mail	4	0	0	0	0	4
13. Do errands during my lunch period	3	0	0	0	0	3
14. Others	4	0	2	0	0	6
Total	105	25	5	7	2	152

Out Habits and Attitudes" (1958), 39 per cent of adults not purchasing lunch went home to eat; as area population increased, fewer workers ate lunch at home and more carried it with them.

In the present study, 67 of 80 respondents lived less than two miles from their place of work (Table 2, Appendix A) and transportation appeared to be available to most. These factors apparently influenced a greater number to go home at noon and fewer (5 of 79) to purchase the meal or to carry lunch from home (19 persons).

Reasons for usual lunch source are summarized in Table 7. The first nine were included in the list of suggested answers, while ten through 13 were volunteered by respondents. Most women gave more than one. Thirty-one of the 51 who usually ate lunch at home gave cost as the reason. Fifteen women said they went home to prepare lunch for others; preference for "home-cooked" food was expressed by 12. Nine women said they went home "to relax," "to rest," or "to get away from the office." Six lunched at home so they could have company at meal time. An opportunity to read the day's mail caused four to go home at noon, and six listed household duties accomplished during the noon hour.

Lunch brought from home was most usual for 17 respondents. Nine women gave lower cost as the reason, eight said it saved time, and four enjoyed the companionship of fellow workers at the noon meal. Two persons lacked time or transportation to go home. Other reasons were dieting and avoiding a cafeteria line. Two women frequently brought part of a lunch from home, supplementing it with a sandwich purchased from a vending machine and milk and

ice cream from a dairy bar.

Purchasing lunch was the most usual habit of only five of 80 respondents, although 17 purchased their most recent luncheon meal. Three usually purchased lunch to save time; others mentioned that it was easier or that it enabled them to have company at meals. The three women who did not eat lunch said it saved time or they did not want to eat alone.

Lunch Group

Size of lunch group in relation to usual lunch habit is shown in Table 8. Forty persons generally ate with one other person; 30 of these went home for lunch. While approximately half of the 75 respondents ate in the company of one another, one fourth lunched in a group and one fourth ate alone. None of those who purchased lunch regularly were accustomed to eating alone.

Table 8. Usual lunch habit and size of lunch group.^a

	: : : Alone	: With two: : other : : persons :	: In a : group	: : : Total
Go home for lunch	10	30	11	51
Bring all or part of lunch	5	7	7	19
Purchase lunch	0	3	1	4
Other	1	0	0	1
Total	16	40	19	75

^a Seventy-five replies included.

Menu Patterns

Replies to questions concerning menu patterns are given in Table 5.

Recalled Lunches. Luncheon menus of Pattern II (soup, salad, and/or sandwich) were recalled by 27 eating at home and 12 who purchased lunch for a total of 49.4 per cent of respondents (Table 5). All lunches of Pattern II did not necessarily include all three items, though a sandwich only or sandwich and salad were given frequently. Soup was mentioned seldom either as the entire lunch or combined with sandwich or salad, possibly because respondents were interviewed in mid-summer. Bricker (1961) noted that 66 per cent of young women metropolitan office workers purchased a sandwich lunch in a company cafeteria. Eppeight (1950) found in her study of food habits and preferences of two Iowa age groups that similar foods were served at both noon and evening meals.

Twenty-six women (21 eating at home and five purchasing the noon meal) recalled lunches of main dish and vegetable (Pattern I). This was a larger percentage (32.9) than the 22 per cent reported by Bricker (1961) as preferring this type of meal. Three women had not eaten lunch the day they were asked to recall. Snacks were substituted for lunch by three persons. Twelve of the older, unmarried women, or twice as many as in any other group, reported having eaten a meal of main dish and vegetable. From comments it appeared that these women more often lived in a household with other adults who prepared and served the meal for them.

A main dish and vegetable lunch was eaten by more women at home than in a public eating place (Table 9). Twenty-one, or 43.7 per cent, of those eating at home recalled a meal of this pattern; while only five, or 29.4 per cent, who purchased lunch made this selection. Home as a source of the luncheon meal was significant at the 5 per cent level when related to the main dish and vegetable menu pattern (Table 6).

Table 9. Factors related to menu patterns of recalled lunches.

Factors	: Number : respond- : ing	Menu patterns			
		: Pattern Ia		: Pattern IIb	
		No.	%	No.	%
<u>Source of meal</u>					
Home	48	21	43.7	27	56.3
Public place	17	5	29.4	12	70.6
<u>Age</u>					
15-24 years	37	10	27.0	27	73.0
25-70 years	36	16	44.4	20	55.6
<u>Marital status</u>					
Married	37	9	24.3	28	75.7
Unmarried	36	17	47.2	19	52.8

^a Main dish and vegetable or salad.

^b Soup, salad, and/or sandwich.

Seventy-three women 15-24 years of age selected the soup, salad, and/or sandwich type lunch; 55.6 per cent of those 25 years of age and over recalled this luncheon menu pattern (Table 9).

Bricker (1961) reported that 60 per cent of young women 18 and 19 years of age chose a sandwich lunch. In the present study, age and Menu Pattern II (soup, salad, and/or sandwich) were related significantly ($P < .05$).

Of the married women 75.7 per cent and 52.8 per cent of unmarried women recalled lunches of Menu Pattern II (soup, salad, and/or sandwich). Menu Patterns I (main dish and vegetable or salad) and II were selected by almost equal numbers of unmarried women.

Nutritional Qualities. A study of nutritional adequacy of luncheon meals was not a part of this project, and information concerning size of servings or amounts was not asked for in the interview. However, it appeared from informal comments that some respondents were uninterested and uninformed about this aspect of lunch. Sixty-seven of 70 recalled meals included a meat or high protein food (Table 10) as listed in "Food for Fitness" (Appendix B). Fifty-seven women ate bread and cereal products. Only 43, or three fifths, ate at least one vitamin-rich fruit or vegetable, while only 15 drank milk with the recalled lunch. Thirty-five persons ate desserts and sweets.

Usual Menu Patterns. Seventy-eight respondents indicated the meal pattern they would be most apt to select at home and when purchasing lunch (Table 5). Sixty-three cited Pattern II (soup, salad, and/or sandwich) when eating at home, while 15 favored the main dish and vegetable or salad combination (Pattern I). Choice in a public eating place would likely be Pattern II for 46 respondents and Menu Pattern I for 32.

Table 10. Foods included in recalled lunches.

Classes of foods	: Married :		: Unmarried :		: Total
	: Group A	Group B	: Group C	Group D :	
	: 15-24	25-70	: 15-24	25-70 :	
	: years	years	: years	years :	
Number of responses	17	17	20	16	70
Milk	5	3	3	4	15
Meat or high protein foods	16	18	16	17	67
Vitamin-rich fruits and vegetables	11	10	8	14	43
Bread and cereals	16	14	15	12	57
Dessert and sweets	6	12	7	10	35

Though the information was not analyzed statistically, menu patterns and sources of recalled meals appeared to be different from those given as "usual" (Table 5). Forty-eight women ate the recalled lunch at home. Of these, 56.3 per cent had Menu Pattern II, but 80.8 per cent of 78 respondents would be likely to select this type of meal when lunching at home. Fifty-nine per cent favored a lunch of soup, salad, and/or sandwich (II) when buying the meal, but a greater number, 70.6 per cent, actually chose this menu when purchasing the recalled lunch.

Purchased Lunches

Thirty-eight respondents who said they had purchased lunch at least once in the previous week were asked to complete the eight final questions of the interview schedule. These responses are presented in Table 11.

Table 11. Usual source and cost of purchased lunches.

		Usual source					Amount spent						
:No. re-: spond-: ing		: Cafe-: teria:	: Res-: tau-: rant	: Lunch: coun-: ter	: Drive-: in	: No : an-: swer	: \$0.40: or : less:	: \$0.41: to : \$0.60:	: \$0.61: to : \$0.80:	: \$0.81: to : \$1.00:	: Over : \$1.00:	: Aver-: age	
<u>Married</u>													
Group A													
15-24 yrs.	9	3	4	1	0	1	0	4	3	1	1	\$0.728	
Group B													
25-70 yrs.	10	7	1	0	0	2	2	2	4	0	1	0.624	
<u>Unmarried</u>													
Group C													
15-24 yrs.	10	3	3	1	2	1	1	4	4	1	0	0.604	
Group D													
25-70 yrs.	9	1	6	22	0	0	1	2	3	0	3	0.668	
Total		38	14	14	4	2	4	12	14	2	5	0.656 ^a	

^a Average for entire group.

Source. Fourteen women replied that they usually purchased lunch in a restaurant and an equal number chose cafeteria service. Four generally ate at a lunch counter and two at a drive-in restaurant. Four women did not reply.

Several respondents commented on a lack of choice in eating places. Six women agreed with one who said, "I eat at the (Student) Union because there is nowhere else to go." Three mentioned avoiding a long waiting line at the cafeteria as a reason for lunch at home.

Convenience of location, cleanliness, and food quality were each given by 14 persons as reasons for selection of food service (Table 12). Ten and 11 respondents, respectively, said choices were determined by reasonable prices and variety of food offered. Eight persons listed eating quickly and an equal number good service as reasons for a choice. "I like the atmosphere" was indicated by seven, and five said they ate where they did because "my friends eat there."

Informal comments during the interview emphasized the importance of convenience. Nine women ate lunch in the "handiest" or "closest" place. One respondent commented that choice of eating place depended on parking facilities. Being able to eat quickly or fast service was mentioned by four women.

Lunch Costs. The average amount spent by respondents for their most recent purchased lunch was \$0.656 (Table 11). Five persons recalled having spent more than \$1.00; and the most expensive lunch recalled was \$1.25. Four persons expended \$0.40 or less; the least expensive lunch, which cost \$0.20, consisted

Table 12. Reasons for choice of public eating place.

Reasons given	: Married :		: Unmarried :		Total
	: Group A	Group B :	: Group C	Group D :	
	: 15-24	25-70 :	: 15-24	25-70 :	
	: years	years :	: years	years :	
Is clean place	4	3	3	4	14
Like the food	4	1	3	5	13
Like the atmosphere	2	2	2	1	7
Is close by	5	5	1	3	14
Good service	2	1	1	4	8
Good quality food	5	2	3	4	14
Friends eat there	1	1	3	0	5
Don't have time to go home	0	0	2	1	3
Can eat quickly	1	0	4	3	8
Prices are reasonable	4	3	2	3	12
Food is varied	4	3	2	2	11
Others	1	1	4	1	7

of a "coke" and two doughnuts.

Twenty-two of the 45 persons answering this question considered the cost of the purchased lunch "reasonable" or "satisfactory"; these ranged from \$0.30 to \$1.25. The meal costing \$1.25 was considered satisfactory by the purchaser because it was in celebration of a special occasion and was not a regular habit. Of those who spent \$1.00 or more, three indicated the price was too high.

Respondents appeared to be conscious of cost. One woman who spent \$0.50 for lunch said, "that's all the higher I want to go."

Another felt that \$0.70 was expensive for lunch; the young woman who spent \$0.20 said, "I always hesitate to spend money for lunch." Reporting a \$0.60 luncheon, one young woman said, "Once in a while this is not bad, but everyday it is too expensive." Other comments were: "It gets kind of expensive when you eat out a lot." "Somedays I feel I'm not getting much food for my money." "I could go home and eat for less."

Attitudes Toward Purchased Meals. Respondents were asked to compare purchased meals and those eaten at home. Three women noted that "eating out" offered a change of scene or variety. Strong dislikes were revealed by such comments as, "I've never eaten out where I really liked it," or "From experience, there are a lot of horrible places in town." Fifteen of 37 respondents agreed with one who said, "Almost everything I prepare at home is better." Two women preferred purchased meals; "They have more time to fix it than I do." Yet, others commented that purchased meals did not vary greatly from those eaten at home.

SUMMARY

Eighty women employed in offices on the campus of Kansas State University were interviewed concerning their usual lunch habits, the source and menu pattern of their most recent mid-day meal, and attitudes toward purchased meals. These women lived in households which averaged 2.58 persons. The majority of the group lived close to their place of employment, but less than a third walked to work. Seventy minutes was the most usual lunch period.

Forty-eight of 80 women ate their most recent lunch at home, although 70 said they did so usually. Cost (31 respondents), need to prepare lunch for others (15), and preference for food prepared at home (12), were given as reasons. Eight women ate the recalled meal at or near their work place, yet 19 usually brought all or part of lunch from home; 17 purchased the most recent lunch, but only five habitually did so. Four women "skipped" lunch regularly. Half of the group lunched with one other person, one fourth alone, and the remaining one fourth with two or more other persons.

Thirty-nine recalled a lunch of soup, salad, and/or sandwich (Pattern II) and 26 of the main dish and vegetable or salad (Pattern I). Menu Pattern I was significantly related to home as the source of the meal. A significantly greater number of young women ate a meal of Pattern II. Equal numbers of unmarried women selected the two menu patterns; of married respondents, one fourth chose Pattern I and three fourths Pattern II.

Menu patterns of usual and recalled lunches appeared to differ. Of those who recalled eating at home, 56.4 per cent ate the soup, salad, and/or sandwich menu (Pattern II), but 80.8 per cent said they were likely to do so; when purchasing lunch, 29.4 per cent would be likely to select Menu Pattern I, but 41.0 per cent recalled doing so.

Cafeterias and restaurants were the most frequent sources of purchased lunch and were selected each by 14 of 38 respondents. Convenience, cleanliness, and food quality most often

influenced choice of eating place. Respondents appeared to be conscious of cost. Average price of purchased lunches was \$0.656; the majority (26 of 38) were in the \$0.41 to \$0.80 range. The most paid for lunch was \$1.25 and \$0.20 the least. Attitudes toward purchased meals varied, but 15 of 37 women indicated a preference for food prepared at home.

CONCLUSIONS

Home was the main source of lunch for women office workers in this study. A greater number of these employees went home for lunch than did those in comparable studies reviewed. Most of the group lived close to their work and transportation appeared to be available. A relatively long lunch period may have influenced the decision to eat at home. Respondents also indicated lack of choice of food services and crowded conditions in those that were available.

Most women selected a lunch of Menu Pattern II (soup, salad, and/or sandwich); this menu was chosen more often by married than unmarried women, more by younger than by older persons. Respondents indicated that sandwiches were well-liked, quickly prepared, satisfying, and inexpensive. Convenience and cost appeared to be important to this group. The sandwich meal may reflect a trend toward informal habits on the part of younger people, and emphasis on dinner as the important meal of the day.

Women selecting the main dish meal were in the minority and most meals of this type were eaten at home. Two groups probably were included among those eating a main dish: (1) Women eating

at home who would ordinarily eat a sandwich may have, on the day recalled, eaten foods left from an earlier family meal. This may have contributed to apparent differences between recalled and usual lunch habits. This information was not requested in the interview, but appeared frequently in respondents' informal comments. (2) In the older unmarried group several women lived in a household with other adults, in many cases a parent or elderly relative, who had lunch prepared and ready when the respondent returned home at noon. For these women the mid-day meal appeared to be the heavier one of the day. More conventional meal patterns may have reflected attitudes of older persons, perhaps from rural backgrounds.

Although this study was based on a representative sampling, the population from which the sample was drawn was small and homogeneous, and not necessarily representative of women office workers in general. Studies of clerical workers in other employment environments, as well as surveys of lunch preferences of other types of workers, could furnish useful information for food service managers.

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APPENDIX A

Table 2. Size of households of women office workers participating in the study.

Individuals	: Married :				: Unmarried :					
	: Group A :		: Group B :		: Group C :		: Group D :			
	: 15-24 yrs. :		: 25-70 yrs. :		: 15-24 yrs. :		: 25-70 yrs. :		Total	
	No.	Av.	No.	Av.	No.	Av.	No.	Av.	No.	Av.
Number responding	20		20		20		20		80	
Children	18	0.90	23	1.15	22	0.10	0	0.00	43	0.54
Adults	41	2.05	41	2.05	43	2.15	39	1.95	164	2.05
Total	59	2.95	64	3.20	45	2.25	39	1.95	207	2.58

Table 3. Length of lunch period.

Length of time	Married		Unmarried		Total
	Group A	Group B	Group C	Group D	
	15-24	25-70	15-24	25-70	
	years	years	years	years	
70 minutes	16	16	17	16	65
60 minutes	3	2	2	4	11
45 minutes or less	1	2	0	0	3
Number responding	20	20	19	20	79

Table 4. Distance and means of travel to work by women office workers participating in the study.

Distances and means of travel	Married		Unmarried		Total
	Group A	Group B	Group C	Group D	
	15-24 yrs.	25-70 yrs.	15-24 yrs.	25-70 yrs.	
Less than one mile	12	8	11	11	42
Less than two miles	4	6	6	9	25
Two miles or more	4	6	3	0	13
Walked to work	2	5	10	7	24
Did not walk	17	15	10	10	51
Walk sometimes	1	1	0	3	4
No answer	0	1	0	0	1
Total	20	20	20	20	80

APPENDIX B

1011 Clerk I	1111 Key Punch Operator I
1012 Clerk II	1112 Key Punch Operator II
1013 Clerk III	1120 Tabulation Equip. Opr. I
1014 Clerk IV	1121 Tabulation Equip. Opr. II
1021 Clerk Typist I	1123 Tabulation Equip. Supv.
1022 Clerk Typist II	1131 Calculating Mach. Opr. I
1031 Clerk Stenographer I	1132 Calculating Mach. Opr. II
1032 Clerk Stenographer II	1141 Duplicating Mach. Opr. I
1041 Secretary I	1142 Duplicating Mach. Opr. II
1042 Secretary II	1143 Duplicating Supv.
1043 Secretary I	1161 Bookkeeping Mach. Opr. I
1044 Secretary II	1162 Bookkeeping Mach. Opr. II
1061 Switchboard Opr. I	1511 Cashier
1062 Switchboard Opr. II	1521 Account Clerk I
	1522 Account Clerk II



Form 2. Interview Schedule and Suggested Answer Cards.

- X 1. Which of these applies to you? Married 1
Single 2
Widowed 3
Divorced 4
2. How many people live in your household? Children _____
How many children? How many adults? Adults _____
- X 3. Into which of these categories does your age fall?
15-19 - 1
20-24 - 2
25-29 - 3
30-34 - 4
35-39 - 5
40-44 - 6
45-49 - 7
50-54 - 8
55-59 - 9
60-64 - 10
65-over- 11
- X 4. Which of these applies to you? Completed 8th grade 1
Completed 10th grade 2
Completed high school 3
Completed trade school 4
Completed 2 yrs. college 5
Other _____ 6
- X 5. Where did you eat lunch today? At home 1
(yesterday, if in the a.m.) Public e.p. 2
Other 3
- X 6. What did you eat for lunch today? Maindish plus vegetable 1
(yesterday, if in the a.m.) Soupsalad-sandwich 2
- X 7. How far do you travel to work? _____
Do you walk? yes 1
no 2
sometimes 3
- X 8. How much time do you have off at noon? less than 30 mins. 1
30 mins. 2
30 mins. to 45 3
45 mins. to 1 hr. 4
1 hour 5
1 hr. 10 mins. 6
more 7
- X 9. Which of these do you usually do? eat alone 1
with 1 other person 2
with 2 others 3
with 3 others 4
in a larger group 5

Code_____

Date_____

Time_____

-2-

X	10. Which of these do you do most frequently?	Bring lunch from home	1
		Go home for lunch	2
		Buy lunch	3
		Bring part of a lunch	4
		Skip lunch	5
		Other_____	6

X	11. I do this because.....	It takes less effort.	1
		It saves time.	2
		I like the food better.	3
		It costs less.	4
		I like to eat alone.	5
		I like company at meals.	6
		I prepare lunch for others.	7
		I like to eat food someone else has prepared.	8
		Others_____	9

Which of these reasons is most important to you?

X	12. If you were eating at home, what sort of lunch would you be most likely to eat?	Main dish plus vegetable	1
		Soup-salad-sandwich	2

X	13. What type of lunch would you choose if you were buying your lunch?	Main dish plus vegetable	1
		Soup-salad-sandwich	2

Have you purchased your lunch in a public eating place in the last week?
If so, I have some more questions to ask, if I may.

X	14. When you eat lunch in a public eating place, are you able to buy the menu items you prefer? Please comment.	yes	1
		no	2
		sometimes	3

15. When you buy your lunch, how do you choose the place where you will eat?

X	16. In what kind of a eating place do you usually buy your lunch?	Cafeteria	1
		Restaurant	2
		Lunch counter	3
		Vending machine	4
		Other	5

Code _____

Date _____

Time _____

-3-

- X 17. I buy my lunch there because.....
- | | |
|-------------------------------|----|
| It is a clean place. | 1 |
| I like the food. | 2 |
| I like the atmosphere. | 3 |
| It is close by. | 4 |
| The service is good. | 5 |
| The quality of food is good. | 6 |
| My friends eat there. | 7 |
| I don't have time to go home. | 8 |
| I can eat quickly. | 9 |
| The prices are reasonable. | 10 |
| There is a variety of food. | 11 |
| Others _____ | 12 |

Which of these reasons is
most important to you? _____

18. How much did you spend for lunch today? (Or the last lunch you purchased.)

19. How do you feel about the amount of money you spend for lunch?

- X 20. When you are eating lunch in a public eating place, are you able to buy the quality of food you prefer? Please comment.

yes	1
no	2
sometimes	3

- X 21. How does the quality of the food you buy compare with the quality of the food you eat at home?

As good	1
Not as good	2
Better	3
Same	4

GENERAL COMMENTS:

1.

- 1 Married
- 2 Single
- 3 Widowed
- 4 Divorced

3.

1	15-19
2	20-24
3	25-29
4	30-34
5	35-39
6	40-44
7	45-49
8	50-54
9	55-59
10	60-64
11	65-over

4.

- 1 Completed eighth grade.
- 2 Completed tenth grade.
- 3 Completed high school
- 4 Attended trade or business
school.
- 5 Completed 2 yrs. college.
- 6 Other.

5.

1 At home.

2 In a public eating place.

3 Other.

6.

1 Main dish and vegetable
or salad.

2 Soup, salad, and/or sandwich.

8.

- 1 Less than 30 minutes.
- 2 30 minutes.
- 3 30 to 45 minutes.
- 4 45 minutes to 1 hour.
- 5 1 hour.
- 6 1 hour 10 minutes.
- 7 More.

9.

- 1 Eat alone.
- 2 With 1 other person.
- 3 With 2 others.
- 4 With 3 others.
- 5 In a larger group.

10.

- 1 Bring lunch from home.
- 2 Go home for lunch.
- 3 Buy lunch.
- 4 Bring part of a lunch.
- 5 Skip lunch.
- 6 Other.

11.

- 1 It takes less effort.
- 2 It saves time.
- 3 I like the food better.
- 4 It costs less.
- 5 I like to eat alone.
- 6 I like company at meals.
- 7 I prepare lunch for others.
- 8 I like to eat food someone else
has prepared.
- 9 Others.

12.

1 Main dish and vegetable
or salad.

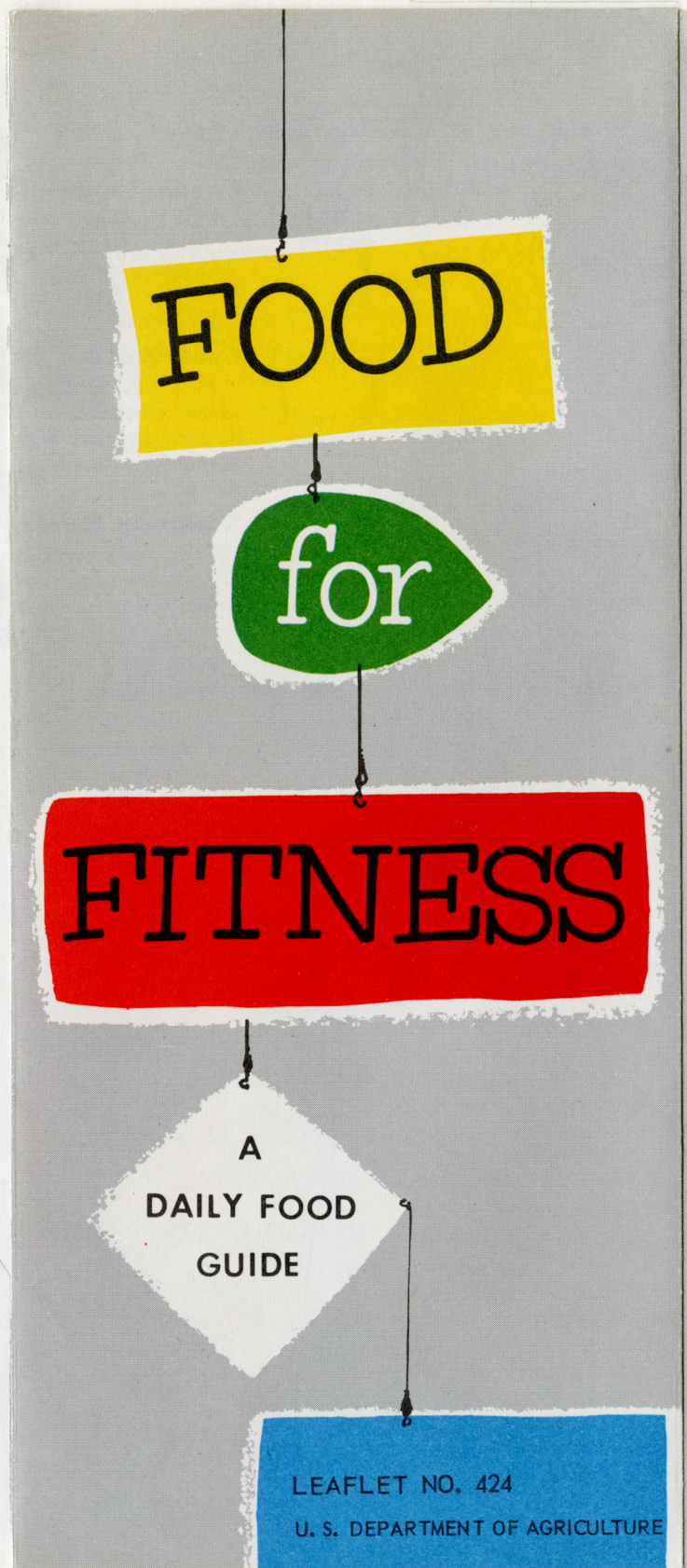
2 Soup, salad, and/or sandwich.

16

- 1 Cafeteria.
- 2 Restaurant.
- 3 Lunch counter.
- 4 Vending machine.
- 5 Other.

17.

- 1 It is a clean place.
- 2 I like the food.
- 3 I like the atmosphere.
- 4 It is close by.
- 5 The service is good.
- 6 The quality of food is good.
- 7 My friends eat there.
- 8 I don't have time to go home.
- 9 I can eat quickly.
- 10 Others.



FOOD FOR FITNESS

A Daily Food Guide



MILK GROUP

Some milk for everyone

Children 3 to 4 cups

Teen-agers 4 or more cups

Adults 2 or more cups

MEAT GROUP

2 or more servings

Beef, veal, pork, lamb,
poultry, fish, eggs

As alternates—
dry beans, dry peas, nuts

VEGETABLE FRUIT GROUP

4 or more servings

Include—

A citrus fruit or other fruit or vegetable
important for vitamin C

A dark-green or deep-yellow vegetable for
vitamin A—at least every other day

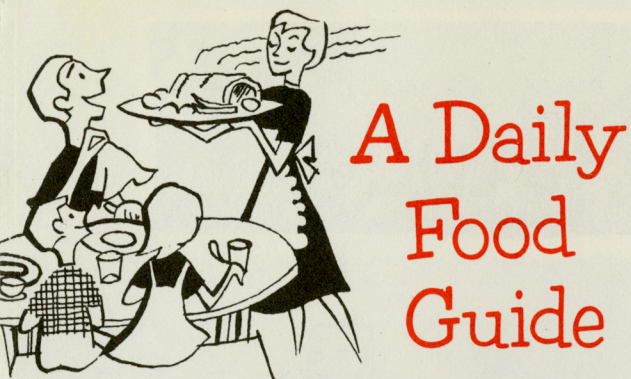
Other vegetables and fruits, including
potatoes

BREAD CEREAL GROUP

4 or more servings

Whole grain, enriched, or restored

Plus other foods as needed to complete meals
and to provide additional food energy and other
food values



A Daily Food Guide

Each day our food should supply us with many different nutrients—

- Protein for growth and for repair of the body.
- Minerals and vitamins for growth and to keep the body functioning properly.
- Fat and carbohydrate for energy.

Most foods contain more than one nutrient. But no single food contains all the nutrients in the amounts we need. Therefore, choosing foods wisely means selecting kinds that together supply nutrients in the amounts needed.

This Daily Food Guide is one way to choose food wisely. With it, you can get the nutrients needed from a variety of everyday foods.

HOW TO USE THIS GUIDE

In using this Daily Food Guide you select the main part of your diet from four broad food groups. To this you add other foods as needed to make your meals more appealing and satisfying.

Some pointers to guide you in using this plan:

- Choose at least the minimum number of servings from each of the broad food groups.
- Serving sizes may differ—small for young children, extra large (or seconds) for very active adults or teen-agers. Pregnant and nursing women also require more food from these groups.
- Make choices within each group according to suggestions given on the following pages. Foods within each group are similar, but not identical, in food value.

- Choose the additional foods to round out your meals both from foods in the four groups and from foods not listed in these groups. These additional foods should add enough calories to complete your food energy needs for the day. Children need enough food energy to support normal growth; adults need enough to maintain body weight at a level most favorable to health and well-being.
- Try to have some meat, poultry, fish, eggs, or milk at each meal.



VEGETABLE-FRUIT GROUP

Foods Included

All vegetables and fruit. This guide emphasizes those that are valuable as sources of vitamin C and vitamin A.

Sources of Vitamin C

Good sources.—Grapefruit or grapefruit juice; orange or orange juice; cantaloup; guava; mango; papaya; raw strawberries; broccoli; green pepper; sweet red pepper.

Fair sources.—Honeydew melon; tangerine or tangerine juice; watermelon; asparagus tips; brussels sprouts; raw cabbage; collards; garden cress; kale; kohlrabi; mustard greens; potatoes and sweetpotatoes cooked in the jacket; spinach; tomatoes or tomato juice; turnip greens.

Sources of Vitamin A

Dark-green and deep-yellow vegetables and a few fruits, namely: Apricots, broccoli, cantaloup, carrots, chard, collards, cress, kale, mango, persimmon, pumpkin, spinach, sweetpotatoes, turnip greens and other dark-green leaves, winter squash.

Contribution to Diet

Fruits and vegetables are valuable chiefly because of the vitamins and minerals they contain. In this plan, this group is counted on to supply nearly all the vitamin C needed and over half of the vitamin A.

Vitamin C is needed for healthy gums and body tissues. Vitamin A is needed for growth, normal vision, and healthy condition of skin and other body surfaces.

Amounts Recommended

Choose 4 or more servings every day, including:

- 1 serving of a good source of vitamin C or 2 servings of a fair source.
 - 1 serving, at least every other day, of a good source of vitamin A.
- If the food chosen for vitamin C is also a good source of vitamin A, the additional serving of a vitamin A food may be omitted.

The remaining 1 to 3 or more servings may be of any vegetable or fruit, including those that are valuable for vitamin C and vitamin A.

Count as 1 serving: 1/2 cup of vegetable or fruit; or a portion as ordinarily served, such as 1 medium apple, banana, orange, or potato, or half of a medium grapefruit or cantaloup.



Foods Included

- Milk . . fluid whole, evaporated, skim, dry, buttermilk.
- Cheese . cottage; cream; cheddar-type—natural or processed.
- Ice cream.

Contribution to Diet

Milk is our leading source of calcium, which is needed for bones and teeth. It also provides high-quality protein, riboflavin, vitamin A, and many other nutrients.

Amounts Recommended

Some milk every day for everyone. Recommended amounts are given below in terms of whole fluid milk:

	8-ounce cups
Children	3 to 4
Teen-agers	4 or more
Adults	2 or more
Pregnant women	4 or more
Nursing mothers	6 or more

MILK GROUP

Part or all of the milk may be fluid skim milk, buttermilk, evaporated milk, or dry milk.

Cheese and ice cream may replace part of the milk. The amount of either it will take to replace a given amount of milk is figured on the basis of calcium content. Common portions of various kinds of cheese and of ice cream and their milk equivalents in calcium are:

1-inch cube cheddar-type cheese	= 2/3 cup milk
1/2 cup cottage cheese	= 1/3 cup milk
2 tablespoons cream cheese	= 1 tablespoon milk
1/2 cup ice cream	= 1/4 cup milk

MEAT GROUP

Foods Included

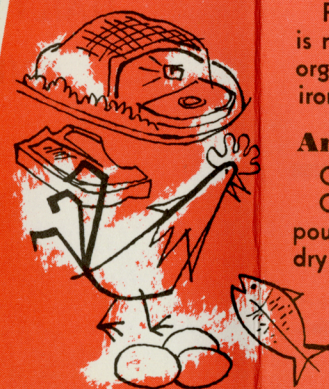
- Beef; veal; lamb; pork; variety meats, such as liver, heart, kidney.
- Poultry and eggs.
- Fish and shellfish.
- As alternates—dry beans, dry peas, lentils, nuts, peanuts, peanut butter.

Contribution to Diet

Foods in this group are valued for their protein, which is needed for growth and repair of body tissues—muscle, organs, blood, skin, and hair. These foods also provide iron, thiamine, riboflavin, and niacin.

Amounts Recommended

- Choose 2 or more servings every day.
- Count as a serving: 2 to 3 ounces of lean cooked meat, poultry, or fish—all without bone; 2 eggs; 1 cup cooked dry beans, dry peas, or lentils; 4 tablespoons peanut butter.





BREAD-CEREAL GROUP

Foods Included

All breads and cereals that are whole grain, enriched, restored; *check labels to be sure.*

Specifically, this group includes: Breads; cooked cereal; ready-to-eat cereals; cornmeal; crackers; flour; grits; macaroni and spaghetti; noodles; rice; rolled oats; and quick breads and other baked goods if made with whole grain or enriched flour.

Contribution to Diet

Foods in this group furnish worthwhile amounts of protein, iron, several of the B-vitamins, and food energy.

Amounts Recommended

Choose 4 servings or more daily. Or, if no cereals are chosen, have an extra serving of breads or baked goods which will make at least 5 servings from this group daily.

Count as 1 serving: 1 slice of bread; 1 ounce ready-to-eat cereal; $\frac{1}{2}$ to $\frac{3}{4}$ cup cooked cereal, cornmeal, grits, macaroni, noodles, rice, or spaghetti.

OTHER FOODS

To round out meals and to satisfy the appetites of everyone will use some foods not specified—butter, margarine, other fats, oils, sugars, or unenriched refined grain products. These are often ingredients in baked goods and mixed dishes. Fats, oils, and sugars are also added to foods during preparation or at the table.

These "other" foods supply calories and essential nutrients to add to total nutrients in meals.

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LUNCH PREFERENCES AND BUYING HABITS
OF WOMEN OFFICE WORKERS

by

LOIS G. DAVIS

B. S., Texas Woman's University, 1953

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Institutional Management

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1964

A study of food habits and preferences of women office workers was undertaken to investigate sources and menu patterns of luncheon meals, to study the effect of various factors on lunch habits, and to examine preferences for lunches purchased away from home.

Names of 80 women, employed in offices on the campus of Kansas State University, were drawn in a stratified random sample from a population of 231 persons. Participants were interviewed concerning usual lunch habits, source and menu pattern of the most recent mid-day meal, and attitudes toward purchased lunches. Responses were tabulated and analyzed from the completed interview schedules.

Forty-eight of 80 women ate their most recent lunch at home, and 70 usually did so. Cost, need to prepare lunch for others, and preferences for "home-cooked" food were cited as reasons. When questioned about the most recent lunch, only eight women recalled bringing it from home, although 19 did so frequently; 17 purchased the recalled lunch, yet this was the regular habit of only five. Four were accustomed to "skipping" lunch.

Thirty-nine respondents recalled a lunch of soup, salad, and/or sandwich; a significantly greater number of younger, and more married than unmarried, women ate this type of meal. The main dish and vegetable meal pattern was selected by a significantly greater number of women eating at home than those purchasing the meal. More women said they would be likely to

eat soup, salad, and/or sandwich than actually recalled doing so.

Cafeterias and restaurants were the most usual sources of purchased lunches. Factors most often influencing this choice were convenient location, cleanliness, and food quality.

Average lunch price was \$0.656 with the majority of lunches in the \$0.41 to \$0.80 range. Attitudes toward purchased meals varied, but nearly half of respondents expressed a preference for food prepared at home.